What is claimed is:

1. An isolated rpo B promoter element and homologues thereof for enhancing production of at least one exogenous protein of interest in plastids of plant cells, selected from the group of promoter elements encoded by SEQ ID NO: 1, SEQ ID NO: 9, and SEQ ID NO: 11.

2. An isolated atpB promoter element and homologues thereof for enhancing production of at least one exogenous protein of interest in plastids of plant cells, selected from the group of promoter elements encoded by SEQ ID NO: 2, SEQ ID NO: 4, SEQ ID NO: 6, and SEQ ID NO:8.

3. An isolated clpP promoter element and homologues thereof for enhancing production of at least one exogenous protein of interest in plastids of plant cells, selected from the group of promoter elements encoded by SEQ ID NO: 3, SEQ ID NO:12, SEQ ID NO: 13, SEQ ID NO: 14, SEQ ID NO: 15, SEQ ID NO: 16, SEQ ID NO: 17, SEQ ID NO: 18, SEQ ID NO: 19, SEQ ID NO: 20, SEQ ID NO: 21, SEQ ID NO: 22, SEQ ID NO 23, SEQ ID NO: 24, SEQ ID NO:25, SEQ ID NO: 26, SEQ ID NO: 30 and SEQ ID NO 31.

4. An isolated 16SrDNA promoter element and homologues thereof for enhancing production of at least one exogenous protein of interest in the plastids of plant cells, selected from the group of promoter elements encoded by SEQ ID NO: 28 and SEQ ID NO: 29.

5. A DNA construct for stably transforming the plastids of higher plants, comprising:

a) a transcription unit encoding at least one exogenous protein of interest;

b) a first NEP promoter and a second PEP

promoter in tandem, operably linked to said transcription unit; and

c) expression of said transcription unit being regulated by said promoters.

6. A DNA construct according to claim 5, wherein said NEP promoter is clpP -111 and said PEP promoter is Prrn-114.

7. A DNA construct according to claim 5, wherein said NEP promoter is clpP-53 and said PEP promoter is Prrn-114.